



Cannabis Knowledge Solutions Canada

www.CKSolutions.tech

MJ Hybrid Solutions is a leading cannabis retail training and consultation company. The focus of our program is on sales, compliance and education training that will allow you to maximize your sales and increase customer retention. Equally important, your team's career satisfaction and consumer experience will be dramatically enhanced.

WHY MJ HYBRID SOLUTIONS?

- We guarantee **RESULTS**
- Proven Sales Training **METHODOLOGY**
- **TRUSTED** Cannabis Education and Product Knowledge
- We **EMPOWER** Your Employees and Put **PEOPLE** First.

MJ HYBRID TRAINING PROGRAM INCLUDES:



- 1 year contract to use the MJ Hybrid LMS platform with unlimited access to modules through a personalized link just for your team.
- Training guide and 10-10-10 Implementation plan provided to manager with ongoing support. Manager will also have admin access to overlook training progress.
- Employees will receive a certification of completion and can access and review training modules as needed within the set time frame.
- Customization and white label options available.



Summary Of Training Modules

Cannabis Education and Product Knowledge: 18 Modules

Learning objective: To gain a better understanding around the endocannabinoid system, and the different cannabinoids found in cannabis, potential benefits of cannabis use with different ailments, the different routes of administration, active ingredients and much more. These modules will help you best guide your customer's to the right product for their needs.

- The Endocannabinoid System
- THC Basics
- What is CBD
- Routes of Administration
- Acidic vs Neutral Cannabinoids
- Cannabis Infused Products (Edibles)
- Cannabis Concentrates
- Know Your Product: Active Ingredients
- Know Your Product: Product Types
- Know Your Product: Dosing & Packaging
- Terpenes in Cannabis
- Cannabis and Anxiety
- Cannabis and Pain
- Cannabis and Sleep
- Cannabis and Appetite
- Minor Cannabinoids
- Full Spectrum vs Isolate CBD
- Pediatrics & Cannabis

Sales and Customer Service Training: 19 Modules

Learning objective: Be able to communicate effectively with customers and understand their needs while also increasing sales and customer retention. Our six step sales methodology will help ensure you and your team are asking the right questions, building rapport, upselling, and providing an amazing customer experience each and every time.

- People Are Your Product
- Listening F.O.R
- Closing The Loop
- Upselling
- Resistance and Pushback
- Retention and Referrals
- The Why vs The What
- Getting Personal w/ Patients
- Rapport & Mirroring
- The Customer Experience
- Service is Selling
- Effective Communication
- Active Listening
- Selling With Confidence
- Time Management
- Selling The Solution
- How To Deal W/ Difficult Customers
- Avoid Liability
- Know Your Customer

General Compliance: 3 Modules

Learning objective: This section covers basics of adult-use and medical cannabis sales, checking ID and diversion prevention, and cannabis effects on the human body.

- Adult-Use vs. Medical Sales
- Id Verification and Prevention
- Cannabis Effects & Impairment

Total Modules: 40
Total Time: 6-8 Hours

Contact: www.CKSolutions.tech
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About Us

Statistics and Accomplishments

- 400+ cannabis retail stores
- Over 12,000 cannabis employees trained
- Average 25% Increase in transactional sales
- Streamline Training For Multiple Locations
- Cannabis Education written and backed by doctors and scientists

"The MJ Hybrid Training system is a great foundational tool we utilize for training during our new hire orientation across all of our Curaleaf retail locations nationwide. It puts all of our retail team members on the same playing field of cannabis knowledge and has helped us develop an expert team of dispensary employees." *Brandon Smith, Curaleaf*



Thank you for your interest in our training program. I look forward to working with you and your team to enhance the customer experience, increase profitability, and drive employee engagement.



Reach out today to schedule a demo, request a quote, and get started:

(289) 820-8229

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